TOURISM 2000:
A Vision for the Future

An Introduction

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Alberta
TOURISM

92-00163/

TOURISM 2000: A VISION FOR THE FUTURE

AN INTRODUCTION

PURPOSE

TOURISM 2000: A VISION FOR THE FUTURE is an initiative designed to address the need for a provincial tourism strategy that will help the Province and the industry meet the challenges of the 1990s and beyond. The vision that is developed will provide the framework for achieving industry goals through a true partnership and shared responsibility among industry, government and Albertans. The result of this process will be the orderly and managed growth of Alberta's tourism industry, while sustaining its viability and its future contribution to Alberta's standard of living and quality of life.

Tourism 2000 will also complement Towards 2000 Together, a major project initiated by the Government of Alberta, which will set new directions for a provincial economic growth and diversification strategy. The timing of Tourism 2000 closely parallels the development of Towards 2000 Together and will enable tourism to strongly profile its significance and to appropriately position itself within the Province's broader economic scope and direction.

Tourism 2000 will fulfil three basic needs:

- it will provide the private sector and other tourism partners with an established game plan for the industry;
- it will provide a framework in which the government's role and objectives for tourism can be married with those of the industry;
- it will provide a focal point to bring together the diverse and often fragmented elements inherent within the tourism industry.

TOURISM ADVISORY PANEL

The development of the provincial tourism strategy will be guided by a Tourism Advisory Panel, which has been established for this specific initiative. The composition of this Panel represents a wide range of Alberta interests including the tourism industry, and other tourism related sectors.

The Panel, utilizing the departmental resources of Alberta Tourism, will:

- serve as a focal point for generating input from industry, interest groups and individuals through industry symposiums and regional workshops and meetings;

- act as a "steering committee" for reviewing, providing input to, and guiding the development of a tourism strategy for the Province;

- advise and make recommendations to the Minister of Tourism on the development of long-term goals, objectives and strategies for Alberta's tourism industry.

PROCESS

The process for developing a tourism strategy for the province has three broad phases:

I. **Tourism Partner Input** - This is the input phase of the process whereby the comments, opinions, concerns, objectives and goals for tourism will be solicited from interested participants. In this phase of the strategy, it will be critical that a broad range of Albertans are provided with the opportunity to contribute. Contributions will occur via industry symposiums, regional meetings/workshops, and a call for public submissions.

II. **Evaluation of Input** - This phase will involve review of collected data, assessment of concerns and issues, identification of information gaps, and establishment of the final "data base".

III. **Strategy Development** - Vision statements, goals and objectives, strategic directions, and priorities and actions will be established. This phase will result in a recommended strategy for achieving a long-term tourism vision for Alberta.

Each phase has a series of steps which are the actions required to develop and produce a comprehensive and viable tourism strategy. A description of key action steps is enclosed.

ANTICIPATED TIMELINES

Anticipated timelines are as follows:

• PHASE I:	Tourism Partner Input	September, 1991 to January, 1992
• PHASE II:	Evaluation of Input	December, 1991 to March, 1992
• PHASE III:	Strategy Development	March to June, 1992

The Critical Path chart provides, at a glance, the three phases, key action steps, and anticipated timelines.

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CRITICAL PATH CHART

	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
	1 2 3 4	1 2 3 4 5	1 2 3 4	1 2 3 4 5	1 2 3 4	1 2 3 4	1 2 3 4 5	1 2 3 4	1 2 3 4	1 2 3 4 5
PHASE I - TOURISM PARTNER INPUT										
• Discussion Package Available	x x x x	x x x x x	x x x x	x x x x x	x x x x					
• Symposium #1		x								
• Industry/Regional Meetings			x x x x	x x x x x	x x x x					
• Public Submissions	x x x x	x x x x x	x x x x	x x x x x	x x x x					
• Assessment of Albertans' Viewpoints	x x x x	x x x x x	x x x x							
PHASE II - EVALUATION OF INPUT										
• Establish Data Base				x x x x x	x x x x	x x				
• Identify and Address Information Gaps					x x	x x				
• Data Summaries						x x x x	x x			
• Symposium #2							x			
PHASE III - STRATEGY DEVELOPMENT										
• Set Vision Statements and Priorities							x x x			
• Set Goals, Objectives and Strategies							x x	x x		
• Draft Strategy Document							x x	x x x x	x	
• Review and Revisions									x x x	x
• Recommendations to Minister of Tourism										x x x x

PHASE I: TOURISM PARTNER INPUT **September, 1991 - January, 1992**

- **Discussion Package:** provides background information on the tourism industry in Alberta, presents challenges and issues facing the industry today, and identifies the overall process and anticipated timelines for Tourism 2000.

- **Symposium #1:** tourism partners, including key industry partners and tourism-related sectors, will be invited to participate in a workshop format symposium. The overall purpose will be to promote and generate discussion among participants, identify issues, and explore potential future directions for tourism in Alberta.

- **Industry/Regional Meetings:** comments and opinions from industry leaders and interested organizations, groups and individuals will be solicited at nine regional locations throughout the Province to help establish a vision for tourism.

- **Public Submissions:** all individuals, organizations, and groups are welcome to take the opportunity to submit briefs, comments and opinions on the future of tourism in Alberta during the course of Phase I.

- **Assessment of Albertans' Viewpoints:** a sampling of attitudes, opinions and perceptions of Albertans on the impact of tourism related issues and activities on their economic, social and physical environment will be measured.

PHASE II: EVALUATION OF INPUT **December, 1991 - March, 1992**

- **Establish Data Base:** all information received from Phase I will be assessed and evaluated to provide a foundation for development of the strategy.

- **Identify and Address Information Gaps:** gaps in information that may be critical to development of the strategy will be identified. Further research and/or consultation may be required.

- **Data Summaries:** summaries of all Phase I input will be prepared and reviewed.

- **Symposium #2:** participants will: use information generated from Phase I to review and finalize issues; and develop options and basic directions which the Advisory Panel can use in preparation of the strategy.

PHASE III: STRATEGY DEVELOPMENT **March - June, 1992**

- **Set Vision Statements and Priorities:** vision statements, overall directions and priorities for what tourism in Alberta should look like in the year 2000 will be established.

- **Set Goals, Objectives and Strategies:** measurable goals and objectives will be developed from the vision statements. These will then be translated into a series of strategic directions that will result in the fulfilment of stated goals.

- **Draft Strategy Document:** a cohesive draft strategy document will be prepared that draws together the vision statements, priorities, goals, objectives and strategies for tourism in Alberta.

- **Review and Revisions:** the draft strategy document will undergo review by the Advisory Panel and participants to ensure that there is agreement with the format, content and directions established.

- **Recommendations to the Minister of Tourism:** the recommendations of the Advisory Panel, with respect to the proposed tourism strategy, will be presented to the Minister of Tourism.